

## AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows:

*Please replace the paragraph which includes lines 6-7 on page 4 with the following amended paragraph:*

Moreover, businesses typically sort and maintain their mailing lists in zip code order, sometimes alphabetized by zip code, and sometimes on computer. A business may choose to select addresses within a given zip code by either printing labels or generating a computer file containing the addresses within that particular zip code. However, should the business wish to target its mailing in a more sophisticated manner, a great deal of effort is required -- an effort which is typically unsuccessful given the manner in which the data is maintained by the business. For example, a business that delivers product directly to the consumer, such as a pizza restaurant, may very well wish to target its promotion in a very narrow geographic region, moving from region to region with each successive promotion so that the business' delivery people are not required to drive ~~crisis-cross~~ criss-cross all over town, but rather, can concentrate their delivery efforts in fulfilling orders being generated from a particular neighborhood or consolidated region. While a Zip code defines a single geographic region, a mailing targeted to a single geographic area defined by a single Zip code is typically ineffective since that region often encompasses too many addresses and thus not an efficient or acceptable mechanism for designating addressees of a direct mail piece.

*Please replace the paragraph which includes line 21 on page 13 with the following amended paragraph:*

Figs. 1 and 2 of the drawings illustrate the two sides of a sample direct mail piece 10 created using the present invention. The sample illustrated is shown as having been created and tailored using the present invention specifically for a pizzeria business. Fig. 1 of the drawings illustrates one side 11 of a sample direct mail piece 10. In the example illustrated face

11 is shown as containing artwork 15 which includes a text component 14 at the lower half of the card and ~~an a~~ graphic component 13 on the upper half of the card. As explained further herein, side 11 may be configured to present different artwork as selected by the user. The recipient of this direct mail piece readily sees that an advertisement or offer relating somehow to pizza is being presented.

*Please replace the paragraphs which include lines 8 and 12 on page 15 with the following amended paragraph:*

The creation of a direct mail piece begins with the user accessing a web site associated with the presently disclosed system via the internet. Access is accomplished by logging on to the on-line system, step 100. For purposes of this disclosure the web site is referred to as ZIPM.COM "ZIPM" with, for example, the top-level domain name extension used for commercial Internet sites in the United States, which the user may access via the Internet using a web browser program running on a personal computer. Using the present system a small and or large business may design all facets of a direct mail piece from a computer desktop.

Upon accessing the ZIPM.COM "ZIPM" web site the user first identifies him or her self to the system by logging in using a pre-assigned login name and password. First time users may be directed to a registration page to enter their name, address and billing information, including credit card data, after which a login name and password are selected and/or assigned. Alternatively, and so as not to deter potential users from reviewing the benefit of the system, the user's login and password may be solicited just prior to confirming an order for the production and mailing of a direct mail piece rather, than at login, so that the user may be induced to view the system and experience the ease of use, power and utility provided thereby without having to register first. On each login the user may have the opportunity to change billing or personal details.

*Please replace the paragraph which includes line 15 on page 19 with the following amended paragraph:*

In one embodiment of the present invention the user is presented with blank text boxes in which user composed text is entered. In another embodiment illustrated in Fig. 4 the user is presented With text boxes containing sample text consistent with the theme selected that helps suggest proper wording of an offer. In each case, the user enters text of his or her choosing, step 160. The system automatically sizes the text boxes to guide the user on how many characters are possible on each line, reflecting the actual font size used on the actual direct mail piece thus doing away with the need for graphic artists and designers. The predefined limits imposed by the system ensure that a pleasant attractive looking direct mail piece will be produced. The provision of suggested wording eliminates the need to retain copyrighters to create the text message. The user enters his or her special text or offer after which the system will process the text into an actual display of what the direct mail piece will look like when received by the recipient. The user may edit the text, step 170 and when complete may preview a proof copy of the piece, step 180, illustrated in Fig. 5.. The user may approve the text, step 190 or elect to change the text entry by returning to step 150 to select another template. Alternatively the user may return to step 170 and resume editing the text prior to confirm it for printing. The system thus automatically converts the user entered text into a properly formatted direct mail piece.

*Please replace the paragraph which includes line 2 on page 28 with the following amended paragraph:*

Fig. 7 of the drawings illustrates the input screen used to select addresses to which the direct mail piece is to be mailed using the map and grid overlay option. Map 600 is shown comprising a region defined by a starting address provided by the user as well as a specified distance from that address. Grid 610 is shown overlying map 600. Grid 610 is composed of 16

separate cells 620 each having a cell member 630. Table 640 lists each of the sixteen cell numbers 620 and the number of addresses 650 identified by the system as contained within each cell. The user may select one or more grids 620 by checking boxes 660 associated with each grid number using a mouse. The user may include or exclude a particular grid in the address range and thereby include or exclude the associated addresses such that the total number of addresses shown as 670 may be modified.

*Please replace the paragraph which includes line 12 on page 30 with the following amended paragraph:*

By way of example, the present system could be offered for a local newspaper who, in turn, resells the system access to its advertising customers making it accessible via the newspaper's web site, such as a domain name 61 "newspaper.com" with, for example, the top-level domain name extension used for commercial Internet sites in the United States. Through this site the newspaper could sell this direct mail advertising service and permit its users to design, configure, address, print and mail direct mail pieces using the newspaper's site. The users of this site would see the newspaper's own logo and other specific artwork applicable to the newspaper on the web site pages. Another user may enter the very same system through a different entry point that may, for example, be offered by an advertising agency. The login or URL used would identify the user as a customer of the advertising agency, and not the newspaper. The system would, in turn, present completely different artwork to that user such that that user would not know that, in fact, the same infrastructure lies beneath the two web sites. In this manner, the same set of programming and resources may be applied and packaged to serve different users in different markets thereby maximizing the utility of and revenues generated by the system.